

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
MALLON et al.	)	
	)	Examiner: Johnna Ronee Loftis
Application No.: 09/884,821	)	
	)	Group Art Unit No.: 3623
Filing Date: June 18, 2001	)	
	)	Confirmation No.: 3509
For: METHOD AND SYSTEM FOR PREDICTING	)	
AGGREGATE BEHAVIOR USING ON-LINE	)	
INTEREST DATA	)	

**AMENDMENT A AND  
EXAMINER INTERVIEW SUMMARY**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Ma'am:

In reply to the Office Action dated June 5, 2008, please enter the below amendment as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.